



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1387727

Schedule Dates 10/04/12-10/19/12
Advertiser Jim Davis for Senate-R (42171)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL CANDIDATE (ns) (1186)
Brand JIM DAVIS/SENATE (332616)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra,Heidi
Phone/Fax (985) 377-7167 / (985) 377-7118
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/03/12
Last Modified 10/03/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$14,043.00
Net Total \$79,577.00
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	132	\$93,620.00
Grand Total:	132	\$93,620.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/04/12-10/04/12	3	:30	4:30A- 4:59A (EST)					2				2	\$40.00	\$80.00	Asheville (WLOS)		10/3/12
2.0	Normal Line / News	10/04/12-10/05/12	3	:30	5A- News-News 13 Early 5am					1	1			2	\$200.00	\$400.00	Asheville (WLOS)		10/3/12
3.0	Normal Line / News	10/04/12-10/05/12	3	:30	8A- ABC-Good Morning America					1	1			2	\$600.00	\$1,200.00	Asheville (WLOS)		10/3/12
4.0	Normal Line / SPOT	10/04/12-10/05/12	3	:30	9A- Anderson					1	1			2	\$150.00	\$300.00	Asheville (WLOS)		10/3/12
5.0	Normal Line / News	10/04/12-10/05/12	3	:30	11:58:41A- News-News 13 at Noon					1	1			2	\$400.00	\$800.00	Asheville (WLOS)		10/3/12
6.0	Normal Line / SPOT	10/04/12-10/05/12	3	:30	4:00:30P- Katie					1	1			2	\$175.00	\$350.00	Asheville (WLOS)		10/3/12
7.0	Normal Line / News	10/04/12-10/05/12	3	:30	4:59P- News-News 13 First News At 5p					1	1			2	\$600.00	\$1,200.00	Asheville (WLOS)		10/3/12
8.0	Normal Line / News	10/04/12-10/05/12	3	:30	5:28P- News-News 13 at 5:30p					1	1			2	\$700.00	\$1,400.00	Asheville (WLOS)		10/3/12
9.0	Normal Line / News	10/04/12-10/05/12	3	:30	5:58P- News-News 13 at 6p					1	1			2	\$1,000.00	\$2,000.00	Asheville (WLOS)		10/3/12
10.0	Normal Line / SPOT	10/04/12-10/05/12	3	:30	6:58:50P- Wheel of Fortune					1	1			2	\$900.00	\$1,800.00	Asheville (WLOS)		10/3/12
11.0	Normal Line / SPOT	10/04/12-10/05/12	3	:30	7:28:30P- Jeopardy					1	1			2	\$1,000.00	\$2,000.00	Asheville (WLOS)		10/3/12

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12.0	Normal Line / News	10/08/12-10/12/12	3	:30	8A- ABC-Good Morning America	4	X	X	X	X	X			4	\$600.00	\$2,400.00	Asheville (WLOS)		10/3/12
13.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	9A- Anderson	4	X	X	X	X	X			4	\$150.00	\$600.00	Asheville (WLOS)		10/3/12
14.0	Normal Line / News	10/15/12-10/19/12	3	:30	5A- News-News 13 Early 5am	2	X	X	X	X	X			2	\$200.00	\$400.00	Asheville (WLOS)		10/3/12
15.0	Normal Line / News	10/15/12-10/19/12	3	:30	8A- ABC-Good Morning America	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Asheville (WLOS)		10/3/12
16.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	9A- Anderson	2	X	X	X	X	X			2	\$150.00	\$300.00	Asheville (WLOS)		10/3/12
17.0	Normal Line / News	10/08/12-10/12/12	3	:30	11:58:41A- News-News 13 at Noon	4	X	X	X	X	X			4	\$400.00	\$1,600.00	Asheville (WLOS)		10/3/12
18.0	Normal Line / News	10/15/12-10/19/12	3	:30	11:58:41A- News-News 13 at Noon	2	X	X	X	X	X			2	\$400.00	\$800.00	Asheville (WLOS)		10/3/12
19.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	4:00:30P- Katie	4	X	X	X	X	X			4	\$175.00	\$700.00	Asheville (WLOS)		10/3/12
20.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	4:00:30P- Katie	2	X	X	X	X	X			2	\$175.00	\$350.00	Asheville (WLOS)		10/3/12
21.0	Normal Line / News	10/08/12-10/12/12	3	:30	4:59P- News-News 13 First News At 5p	4	X	X	X	X	X			4	\$600.00	\$2,400.00	Asheville (WLOS)		10/3/12
22.0	Normal Line / News	10/15/12-10/19/12	3	:30	4:59P- News-News 13 First News At 5p	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Asheville (WLOS)		10/3/12

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23.0	Normal Line / News	10/08/12-10/12/12	3	:30	5A- News-News 13 Early 5am	4	X	X	X	X	X			4	\$200.00	\$800.00	Asheville (WLOS)		10/3/12
24.0	Normal Line / News	10/08/12-10/12/12	3	:30	5:28P- News-News 13 at 5:30p	4	X	X	X	X	X			4	\$700.00	\$2,800.00	Asheville (WLOS)		10/3/12
25.0	Normal Line / News	10/15/12-10/19/12	3	:30	5:28P- News-News 13 at 5:30p	2	X	X	X	X	X			2	\$700.00	\$1,400.00	Asheville (WLOS)		10/3/12
26.0	Normal Line / News	10/08/12-10/12/12	3	:30	5:58P- News-News 13 at 6p	4	X	X	X	X	X			4	\$1,000.00	\$4,000.00	Asheville (WLOS)		10/3/12
27.0	Normal Line / News	10/15/12-10/19/12	3	:30	5:58P- News-News 13 at 6p	2	X	X	X	X	X			2	\$1,000.00	\$2,000.00	Asheville (WLOS)		10/3/12
28.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	6:58:50P- Wheel of Fortune	4	X	X	X	X	X			4	\$900.00	\$3,600.00	Asheville (WLOS)		10/3/12
29.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6:58:50P- Wheel of Fortune	2	X	X	X	X	X			2	\$900.00	\$1,800.00	Asheville (WLOS)		10/3/12
30.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	7:28:30P- Jeopardy	4	X	X	X	X	X			4	\$1,000.00	\$4,000.00	Asheville (WLOS)		10/3/12
31.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	7:28:30P- Jeopardy	2	X	X	X	X	X			2	\$1,000.00	\$2,000.00	Asheville (WLOS)		10/3/12
32.0	Normal Line / News	10/04/12-10/04/12	3	:30	10:59:56P- News-News 13 11p Late News					2				2	\$800.00	\$1,600.00	Asheville (WLOS)		10/3/12
33.0	Normal Line / News	10/04/12-10/05/12	3	:30	11:35P- ABC-Nightline					1	1			2	\$400.00	\$800.00	Asheville (WLOS)		10/3/12

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34.0	Normal Line / Prime	10/04/12-10/04/12	3	:30	7:58P- ABC-Last Resort (Thursday)					1				1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/3/12
35.0	Normal Line / Prime	10/05/12-10/05/12	3	:30	7:58P- ABC-Shark Tank (Friday)						1			1	\$900.00	\$900.00	Asheville (WLOS)		10/3/12
36.0	Normal Line / News	10/06/12-10/06/12	3	:30	5:58:40A- News-News 13 @ 6am Saturday							1		1	\$150.00	\$150.00	Asheville (WLOS)		10/3/12
37.0	Normal Line / News	10/06/12-10/06/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday							1		1	\$225.00	\$225.00	Asheville (WLOS)		10/3/12
38.0	Normal Line / News	10/06/12-10/06/12	3	:30	8A- ABC-Good Morning America Saturday							1		1	\$350.00	\$350.00	Asheville (WLOS)		10/3/12
39.0	Normal Line / News	10/07/12-10/07/12	3	:30	5:59A- News-News 13 @ 6am Sunday								1	1	\$150.00	\$150.00	Asheville (WLOS)		10/3/12
40.0	Normal Line / News	10/07/12-10/07/12	3	:30	6:58:20A- News-News 13 @ 7am Sunday								1	1	\$225.00	\$225.00	Asheville (WLOS)		10/3/12
41.0	Normal Line / News	10/07/12-10/07/12	3	:30	8A- ABC-Good Morning America Sunday								1	1	\$350.00	\$350.00	Asheville (WLOS)		10/3/12
42.0	Normal Line / News	10/07/12-10/07/12	3	:30	5:58:40P- News-News 13 6p News Sunday								2	2	\$800.00	\$1,600.00	Asheville (WLOS)		10/3/12
43.0	Normal Line / SPOT	10/08/12-10/11/12	3	:30	4:30A- 4:59A (EST)		1	1	1	1				4	\$40.00	\$160.00	Asheville (WLOS)		10/3/12

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44.0	Normal Line / SPOT	10/15/12-10/18/12	3	:30	4:30A- 4:59A (EST)	2	X	X	X	X				2	\$40.00	\$80.00	Asheville (WLOS)		10/3/12
45.0	Normal Line / News	10/08/12-10/11/12	3	:30	10:59:56P- News-News 13 11p Late News	4	X	X	X	X				4	\$800.00	\$3,200.00	Asheville (WLOS)		10/3/12
46.0	Normal Line / News	10/15/12-10/18/12	3	:30	10:59:56P- News-News 13 11p Late News	2	X	X	X	X				2	\$800.00	\$1,600.00	Asheville (WLOS)		10/3/12
47.0	Normal Line / News	10/08/12-10/12/12	3	:30	11:35P- ABC-Nightline	4	X	X	X	X	X			4	\$400.00	\$1,600.00	Asheville (WLOS)		10/3/12
48.0	Normal Line / News	10/15/12-10/19/12	3	:30	11:35P- ABC-Nightline	2	X	X	X	X	X			2	\$400.00	\$800.00	Asheville (WLOS)		10/3/12
49.0	Normal Line / Prime	10/11/12-10/11/12	3	:30	9P- ABC News: Your Voice Your Vote: Vice Presidential Debate					1				1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/3/12
50.0	Normal Line / Prime Premium	10/08/12-10/08/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/3/12
51.0	Normal Line / Prime Premium	10/15/12-10/15/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/3/12
52.0	Normal Line / Prime Premium	10/09/12-10/09/12	3	:30	7:58P- ABC-Dancing With The Stars 2 (Tuesday)			1						1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/3/12
53.0	Normal Line / Prime Premium	10/16/12-10/16/12	3	:30	7:58P- ABC-Dancing With The Stars 2 (Tuesday)			1						1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/3/12

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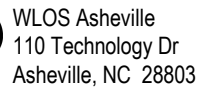
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54.0	Normal Line / Prime	10/09/12-10/09/12	3	:30	10P- ABC-Private Practice (Tuesday)			1						1	\$2,000.00	\$2,000.00	Asheville (WLOS)		10/3/12
55.0	Normal Line / Prime	10/16/12-10/16/12	3	:30	10P- ABC-Private Practice (Tuesday)			1						1	\$2,000.00	\$2,000.00	Asheville (WLOS)		10/3/12
56.0	Normal Line / Prime	10/11/12-10/11/12	3	:30	7:58P- ABC-Last Resort (Thursday)					1				1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/3/12
57.0	Normal Line / Prime	10/12/12-10/12/12	3	:30	7:58P- ABC-Shark Tank (Friday)						1			1	\$900.00	\$900.00	Asheville (WLOS)		10/3/12
58.0	Normal Line / News	10/13/12-10/13/12	3	:30	5:58:40A- News-News 13 @ 6am Saturday							1		1	\$150.00	\$150.00	Asheville (WLOS)		10/3/12
59.0	Normal Line / News	10/13/12-10/13/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday							1		1	\$225.00	\$225.00	Asheville (WLOS)		10/3/12
60.0	Normal Line / News	10/13/12-10/13/12	3	:30	8A- ABC-Good Morning America Saturday							1		1	\$350.00	\$350.00	Asheville (WLOS)		10/3/12
61.0	Normal Line / News	10/14/12-10/14/12	3	:30	5:59A- News-News 13 @ 6am Sunday								1	1	\$150.00	\$150.00	Asheville (WLOS)		10/3/12
62.0	Normal Line / News	10/14/12-10/14/12	3	:30	6:58:20A- News-News 13 @ 7am Sunday								1	1	\$225.00	\$225.00	Asheville (WLOS)		10/3/12

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